(b) if so, the steps taken by Government to manufacture qualitative sugar free products;

(c) whether Government has made chemical analysis of the sugar free products manufactured in the market; and

(d) if so, the result thereof?

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. ANBUMANI RAMADOSS): (a) No such report has been received.

(b) to (d) The standards for various food products are prescribed under Prevention of Food Adulteration Rules, 1955. There are, however, no specific prescribed standards for sugar free food products meant for diabetic patients.

The PFA Act, 1954 and Rules, 1955 is implemented by the States/U.T.s Governments who draw samples of food products, and incase where the samples are found not confirming to the prescribed standards or violating any provisions under the rules, action is taken against the offenders.

Portrayal of fruit image by 7 up Carbonated Beverage

1244. SHRI SYED AZEEZ PASHA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether Government's attention has been drawn to advertisements running for the past few months on television for 7 carbonated beverage alongwith images of lemon fruit slices;

(b) whether such portrayal of fuit images with aerated waters containing fruit juice is permitted under the PFA Regulations; and

(c) if not, what action his Ministry has initiated in this regard?

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. ANBUMANI RAMADOSS): (a) The attention of Ministry of Information & Broadcasting who regulate advertisements on TV was drawn to this advertisement.

(b) There is no provision under the PFA Rules, 1955 to regulate advertisements as such. However, Rule 43-A, of the PFA Rules 1955, provides that there shall be no advertisement of any food which is misleading or contravening the provisions of PFA Act, 1954 or the Rules made there under. Violation of any provisions of the PFA Act, 1954 and Rules made there under attracts penal action under the said Act.

(c) As per information made available by Ministry of Information & Broadcasting, as per the extant policy on misleading advertisements, the complaints on advertisement are referred to the Advertising Standards Council of India (ASCI), Mumbai which takes a view whether such advertisement is misleading or whether it conforms to ASCI code for self regulation in advertising.

The ASCI was consulted on the advertisement under reference which has concluded that there has been no intention or apparent attempt to mislead the viewing public.

Ministry of I and B has advised all TV channels including ASCI to ensure that the advertisements being/to be carried in the cable serice should comply with code for self regulation of ASCI which is now a part of Advertising Code prescribed under the Cable Television Network Rules, 1994.